

# HUNTINGTON BEACH

SurfCityUSA.com



HUNTINGTON  
**BEACH**<sup>TM</sup>  
CALIFORNIA  
MARKETING & VISITORS BUREAU  
[SurfCityUSA.com](http://SurfCityUSA.com)

Annual Report

2010/2011



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# Welcome

The mission of the Huntington Beach Marketing and Visitors Bureau (HBMVB) is to market and sell Huntington Beach's **Surf City USA®** brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents.

As you will see in the following pages, the HBMVB had an historic and successful year of building new foundations and increasing program breadth, as evidenced by:

- Publication of the ground-breaking *Steps Toward a Sustainable Huntington Beach*, the HBMVB's first *Annual Report*, and the *2011 Huntington Beach Visitors Guide*
- Redesign and launch of a new website at [www.SurfCityUSA.com](http://www.SurfCityUSA.com)
- Creation of an innovative social networking Facebook campaign
- Hosting of over 31 media and travel trade familiarization tours (FAM tours) since July 1, 2010, with 348 guests, including 111 journalists, from domestic and international print and online publications
- Participation in three Visit California Media Receptions throughout the United States, allowing us to sell Huntington Beach to such high-level media as the *Huffington Post*, *Travel Age West*, *Bon Appétite*, *LA Times*, *NBC's "Today" show*, *Condé Nast*, *NY Post*, *NY Times*, *Smart Meetings*, *San Francisco Chronicle*, and *Sunset* magazine
- Participation in multiple domestic and international travel trade and leisure marketing trade shows, including Visit California's Australia Roadshow, International Pow Wow, California Cup, UK Sales Mission, and Western Canada Sales Mission
- Participation in multiple group meetings marketing trade shows, many for the first time, including CalSAE Seasonal Spectacular, three Smart Marts, Destination California, Destination Showcase, and Affordable Meetings West
- Rollout of a group meetings marketing campaign
- The creation and launch of a Huntington Beach Film Commission
- Expansion of the HVMVB's personnel and redesign of the HBMVB offices to include a new Director of Sales, Film Commissioner and Office Manager
- The service of over 34,000 individuals via the Visitor Information Kiosk on Pier Plaza

We invite you to continue reading to learn more about these projects and how the Huntington Beach Marketing and Visitors Bureau works for the benefit of Huntington Beach.



**Steve Bone, President and CEO**  
Huntington Beach Marketing  
& Visitors Bureau



**Kevin Patel, Chair**  
Huntington Beach Marketing  
& Visitors Bureau

# 2010/2011 Awards

➤ 2011 was an award-winning year for the Huntington Beach Marketing and Visitors Bureau. Not only did Huntington Beach and its businesses receive a number of the *Orange County Register's* Best of Orange County 2011 awards, but the Bureau itself and its staff members were also recognized.

## Smart Meetings 2011 Platinum Choice Award

Readers of *Smart Meetings* magazine voted for the Huntington Beach Marketing & Visitors Bureau as one of their favorite visitors bureaus in the United States, Canada, Mexico and the Caribbean. Winners set exemplary standards in multiple categories, including ambience, amenities, breadth of resources, facility quality, guest services, meeting space, meeting packages, recreational activities, restaurant and dining facilities, staff attitude and technical support.



## Huntington Beach Chamber of Commerce 2011 Excellence in Sustainability Award

The Huntington Beach Marketing and Visitors Bureau, along with The Waterfront Beach Resort, a Hilton Hotel, were recipients of the Chamber of Commerce's first Excellence in Sustainability Award. This award recognizes companies whose efforts contribute to the environmental vitality of and have a positive impact on the Huntington Beach community.

## Rejuvenate 40 Under 40

The Bureau's Director of Sales, Christopher Anderson, was selected as one of *Rejuvenate* magazine's 40 Under 40 for meeting professionals. *Rejuvenate* magazine provides information and insight for faith-based meeting planners in the United States.

## Orange County Register's Best of Orange County 2011

SELECTED BY READERS OF THE *ORANGE COUNTY REGISTER*

### ➤ Critic's Choice

**Best Wine Bar:** Main Street Wine Company  
**Best Persian Restaurant:** Green Rice Kabob  
**Best Hot Wings:** The Longboard Restaurant & Pub

### ➤ 1st Place Wins

**Best Beach:** Huntington Beach  
**Best Bike Trail:** Santa Ana River Trail & Parkway  
**Best Surf Shop:** Jack's Surfboards  
**Best Dog Beach:** Huntington Dog Beach  
**Best Family-Friendly Restaurant:** Ruby's Diner  
**Best Mexican Restaurant:** Avila's El Ranchito  
**Best Seafood Restaurant:** King's Fish House  
**Best Parade/Community Festival:** Huntington Beach 4th of July Celebration  
**Best Microbrewery:** BJ's Restaurant and Brewhouse

### ➤ 2nd Place Wins

**Best Bike Shop:** Jax Bicycles  
**Best City to Live In:** Huntington Beach  
**Best Taco:** Wahoo's Fish Taco  
**Best Orange County Hotel:** Hyatt Regency Huntington Beach Resort & Spa

### ➤ 3rd Place Wins

**Best Surf Spot:** Huntington Beach Pier  
**Best Downtown:** Huntington Beach  
**Best Dog Park:** Huntington Central Park/Dog Park  
**Best Burger:** Slater's 50/50  
**Best Happy Hour:** RA Sushi  
**Best Farmer's Market:** Certified Farmer's Market at Pier Plaza  
**Best Movie Theater:** Century Huntington Beach and XD at Bella Terra

# Advertising

## > Leisure Market Advertising



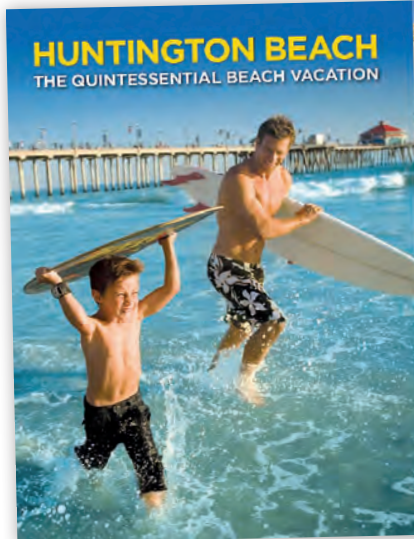
> With partners Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel, the HBMVB produced a cooperative full-page ad for the **California Visitors Guide**. The *California Visitors Guide* is the official publication of Visit California, with 500,000 copies distributed annually and more than 100,000 downloads of the digital version from [www.visitcalifornia.com](http://www.visitcalifornia.com).

> In addition to the domestic **California Visitors Guide**, the HBMVB also collaborated with the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel to extend our ad in 51,100 reprints of the official *California Visitors Guide* in Australia, Germany, Mexico, Brazil, France, India, UK, China, Japan, and Korea.





▶ The HBMVB leveraged co-op dollars from the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel to create a full-page advertorial as part of Visit California's 2010/11 US & Canada Cooperative Marketing Program insert. This insert had a total print circulation of 1.2 million. The multi-page supplement ran in the November 2010 issues of **Travel + Leisure** (150,000 copies), **Budget Travel** (200,000), **Food & Wine** (200,000) and **National Geographic Traveler** (150,000). The insert also appeared in the November 6, 2010 edition of the **Vancouver Sun**, **Calgary Herald**, **Edmonton Journal** (November 7, 2010 edition), **Toronto Star**, and **Montreal Gazette** (100,000 each).



▶ As a bonus for participating in Visit California's 2010/11 US & Canada Cooperative Marketing Program insert, Huntington Beach received a 5-page spread in **Visit California's Spring 2011 Digital Guide**. Two pages explored the destination, while one page each went to the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel. The Digital Guide allowed us to include a Huntington Beach photo gallery, a link to [www.surfcityusa.com](http://www.surfcityusa.com) and a link to request a mailed copy of our official *Huntington Beach Visitors Guide*. The Digital Guide had a distribution of 1 million in the US and 500,000 in Canada.



➤ For the third consecutive year, the HBMVB collaborated with the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel to produce a two-page inside cover spread for the 2010/2011 edition of *Canadian Traveler's America Yours to Discover*, the Official US Destination Guide for the travel trade in Canada by the US Travel Association's Discover America Canada Committee.

## ➤ Group Market Advertising

For the first time, and with the input of our hotel/motel partners, the HBMVB ran ads in publications catering to the group meetings market.



➤ A full-page ad in the March 2011 *Smart Meetings* magazine reached 40,000 meeting professionals nationwide. The ad featured all four Huntington Beach conference-ready hotels: Hotel Huntington Beach; Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel.





➤ A half-page ad also ran in the following publications:

- **Successful Meetings** magazine.....May 2011 (72,000 copies)
- **Meetings & Conventions** magazine.....May 2011 (60,000 copies)
- **Southern CA Meetings + Events** magazine.....Spring 2011 (9,500 copies)

## ➤ Online Advertising—Group



➤ This leaderboard ad was featured in the March 2011 edition of the **Southern California Meetings + Events** e-newsletter to promote our updated [www.MeetInHB.com](http://www.MeetInHB.com) website.



➤ Between August and December 2011, the HBMVB ran its first **Surf City Rewards** program via *Smart Meetings* magazine. This program encouraged meeting planners to book events at Huntington Beach hotels by offering a gift card for up to \$200 in airfare on American Airlines, Southwest or Jet Blue; or up to \$2,000 off their hotel master account for the event. The value of each prize was based on the number of room nights booked for each event and the date by which the event was booked.

## ➤ Online Advertising—Leisure

In June 2011, the HBMVB purchased banner ad space on [www.TripAdvisor.com](http://www.TripAdvisor.com). These ads were placed on the Huntington Beach page within Trip Advisor and also appeared on pages when users searched for Huntington Beach.



# Publications & Collateral

## ➤ **Huntington Beach Visitors Guide**

The HBMVB revised its official *Huntington Beach Visitors Guide* distribution strategy in fiscal year 2010/2011. Approximately one-quarter of the 100,000 guides printed were used as lure pieces out-of-market domestically in the United States and internationally in the UK, Germany and Australia. Three agencies, Black Diamond (UK/Ireland), MSi (Germany/Austria), and Gate 7 (Australia/New Zealand), marketed Huntington Beach on behalf of the HBMVB. All three agencies are the official in-market agencies for Visit California. The HBMVB also provides Visitors Guides in bulk for conferences and other groups holding overnight events in Huntington Beach. Additional Visitors Guides are distributed at the Orange County and Los Angeles airports and in visitor information racks throughout Los Angeles and Orange Counties. The remaining guides are primarily distributed in-market via Huntington Beach lodging properties, local retail and restaurant locations, the HBMVB office, and the official Visitor Information Kiosk operated by the Bureau at the Huntington Beach Pier.



# SURFING

Those young dudes and dudettes on the latest shortboards are actually part of a Huntington Beach surfing tradition that dates back a century.

Out in the surf line-up near Huntington Beach Pier, history doesn't count for much. The only thing that matters is the next wave. But for all of these focus on the ride that's about to come, those young dudes and dudettes on the latest shortboards are actually part of a Huntington Beach surfing tradition that dates back a century.

pitched numerous breaks in Southern California, including Huntington Beach.

Feeth gave a memorable demonstration here when the result was crowned in 1914. Like some Johnny Appleseed of the waves, he contended with populating and spreading the sport in California by instructing locals and showing them how to shape their own boards. Feeth

## The Golden Era

After Chavez Canyon and Huntington Beach were introduced into the California surfing tradition, the sport remained on the fringes for another decade until Gordon Duneau visited Golden Gate Surfboards and purchased the pier. It was the base for Duneau's surf team, the HHS in the 1930s.

Some of surfing's biggest names were born in Huntington Beach, including Herbie Fletcher, who grew up here, and Donal and a "top deck" for many years. In 1923, Herbie founded what was the Huntington Beach and is a primary surf team in Huntington Beach. And of course, there's Gerry Lopez, who is considered the best professional

will give a huge recreational surf scene and more than 50 competitors throughout the year. The pier is also at the epitome of the vibrant surfing industry. Huntington Beach has the time for global surf culture. The sport is actually growing with some time to take more surfers and people who love the beach. Huntington Beach is the best professional



# SEHENS



Once known locally as "The Can Beach," the beach was an off-road route. The "can" was the "the pot" that the assisted vehicles, directly across the highway.

Thanks to a shrewd business deal, the area has become a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

Some Beach, Surf City's northeast beach is a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

**SURF SPEAK 101**  
Freight Train  
A series of fun facts about surfing and the beach.

## Dog Beach

Dog Beach is a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

## Car Culture

Car culture is a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

You can bet that the pooches won't be the only ones smiling that day at Dog Beach.

Dog Beach is a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

Car culture is a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

Surf City Garage (SurfCityGarage.com) offers free trials of its 100+ vintage cars from the '50s, '60s, and '70s. There are a couple of big annual car events in Huntington Beach. The Huntington Beach Car Show is held at the Huntington Beach Convention Center. The Huntington Beach Car Show is held at the Huntington Beach Convention Center.

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**Dig Those Clean Beaches**  
Surf City's clean beaches are a popular spot for surfers and beachgoers. A lower walk along the beach is available to the beach. It's a fun place to enjoy the sun and enjoy the view.

## SURF SPEAK 101

Listen to a group of surfers talk and it's like listening to a phone in a foreign country. Surfing has developed its own dialect, which may be first to challenge the newcomers to the sport. Here's a quick list of some common surf terms. You'll find more throughout this guide.

- > Gnarled**  
A rippled surface, usually of a wave's surface.
- > Shred**  
To surf with a lot of speed and style.
- > Caught Inside**  
When you get caught between the waves and the breaking surf.
- > Dark Dive**  
A wave that is so dark and steep that it's difficult to see.
- > Do Kine**  
A wave that is so dark and steep that it's difficult to see.
- > Eddie World Go!**  
A wave that is so dark and steep that it's difficult to see.
- > Rag Dotted**  
A wave that is so dark and steep that it's difficult to see.
- > Chiller**  
A wave that is so dark and steep that it's difficult to see.

The HBMVB returned to its previous publisher, Striker Media Group, to publish this 76-page guide that incorporates an upscale, modern Surf City USA® feel. The Visitors Guide features sections on the Beaches of Surf City and Surfing, which includes articles on "Steps to Surfing," "Surf Speak 101," the Hurley US Open of Surfing and downtown surf culture attractions, as well as a section on local sustainable tourism activities. The HBMVB is especially proud of this year's cover, which depicts a multi-ethnic family enjoying a quintessential HB sunset and bonfire on the beach.

The HBMVB also undertook a one-day photo shoot in March 2011 to obtain cover images for the Visitors Guide and Visitors Map, along with additional images for use in print and online marketing and sales collateral projects. These images were used to brand and sell Huntington Beach as an overnight destination.

## ➤ Huntington Beach Visitors Map

The HBMVB published 200,000 official *Huntington Beach Visitors Maps* in June 2011, primarily for distribution in-market at Huntington Beach lodging properties and other local distribution points, including the Visitor Information Kiosk at the pier. Additional distribution took place at the California Welcome Centers in Barstow, Oceanside, Oxnard, and San Bernardino; the Ontario, Los Angeles and Orange County airports; and visitor information racks throughout the Los Angeles County region. The Visitors Maps also enjoy limited out-of-market distribution internationally, and have been hailed by local concierge and customer service personnel as excellent tools for assisting visitors and residents.



## ➤ Huntington Beach Dining Guide

The HBMVB and Huntington Beach Restaurant Association reprinted 10,000 *Huntington Beach Dining Guides* in summer 2010 with local distribution through hotels and motels, and the Visitor Information Kiosk at the pier. Additional copies are supplied to meeting and conference groups as requested. In 2012, the HBMVB plans to produce a new, magazine-style Dining Guide concept that is more inclusive of local restaurants.

## > Steps Toward a Sustainable Huntington Beach

The HBMVB was proud and excited to produce *Steps Toward a Sustainable Huntington Beach*, thanks to the efforts of its Sustainable Tourism Committee.

This publication was two years in the making and includes guidelines for local businesses, restaurants, hotels, residents and visitors that will help instill a culture of sustainability in the city via education, rather than certification. Copies of the publication have been requested for use in the classroom at Golden West College

and for educational seminars and meetings with local environmental organizations. In May 2011, Destination Marketing Association International (DMAI) requested that the Bureau submit an article detailing the process used to create the publication for their *Destination Marketing Monthly* e-newsletter, which is accessible by over 2,800 DMAI members in 650 destination marketing organizations in over 30 countries. DMAI stated they know of no other destination marketing organization that has created a sustainable publication of this detail and caliber. Shortly thereafter, Visit California placed a request to reprint this same article in its e-newsletter.

> The Hyatt Regency Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel also created customized covers for the publication that detail their in-house sustainability efforts and now distribute these customized publications to guests and potential meeting clients.



# Website

## ➤ [www.SurfCityUSA.com](http://www.SurfCityUSA.com)

The HBMVB continued to make enhancements to its official website [www.SurfCityUSA.com](http://www.SurfCityUSA.com) and to its social networking pages on Facebook, YouTube, and Twitter. In July 2011, the HBMVB launched an updated design for [www.SurfCityUSA.com](http://www.SurfCityUSA.com). This new design is easier to navigate and more enticing to potential visitors. Below are screen captures of the website homepage and an interior page.



➤ In addition to the website redesign, other web-based projects for 2011 and 2012 include Google Maps integration; creation of landing pages and content upgrades for Weddings, Meetings, Families, Surfing and Sustainability; a leisure Pay-Per-Click campaign; updated Search Engine Optimization; a redesigned Calendar of Events; and a mobile website.

## ➤ Web Analytics

The Bureau receives monthly Enhanced Web Analytics Reports from Aristotle Interactive that detail website traffic to [SurfCityUSA.com](http://SurfCityUSA.com). These 30-page reports include information on key performance indicators, mobile device traffic, top content, top referrers, top entry and exit pages, website visitor demographics, pay-per-click campaign updates, top search keywords, exit link tracking and more.

SITE USAGE	FY 2008/2009	FY 2009/2010	FY 2010/2011
<b>Visits:</b>	493,106	386,270	512,515
<b>Unique Visitors:</b>	343,649	318,396	445,644
<b>Page Views:</b>	1,446,134	1,443,992	1,522,128
<b>Average Time on Site:</b>	01:29	02:48	02:12

# Social Media

## ➤ Facebook

In March 2011, the HBMVB moved its Facebook page to [www.facebook.com/HBSurfCityUSA](http://www.facebook.com/HBSurfCityUSA). Updates are posted regularly and include links to current and upcoming local events, links to news and articles about HB, and interesting tidbits about the community. The page gives Huntington Beach fans a place to converse, share memories and ask questions about their visit.

➤ Throughout 2011, the HBMVB conducted three Facebook campaigns/sweepstakes to increase the number of fans on the page, the number of subscribers to the e-newsletter, and awareness of the Facebook page. Each campaign focused on a different key demographic, offering winners vacation packages targeted toward family, active and romantic vacations. As a result of these campaigns, the Bureau's Facebook fans went from 800 to over 8,500 in less than nine months. Additionally, the page now has over 6,000 check-ins.



➤ In addition to posting on HBMVB's Facebook page, Surf City USA® updates are regularly posted to other related Facebook pages:

- Huntington Beach (non-affiliated page; 49,459 fans)
- Anaheim/OC Visitors Bureau (22,529 fans)
- Visit California (24,234 fans)
- The Oceanfront (2,976 fans)
- HB Downtown (1,154 fans)
- Huntington Beach hotel and restaurant pages



## ➤ Twitter

In 2011, the HBMVB moved its Twitter page to [www.twitter.com/HBSurfCityUSA](http://www.twitter.com/HBSurfCityUSA). At the same time, the layout was redesigned to meet the new Twitter design standards.



## ➤ YouTube

The HBMVB continued to post videos to the Surf City USA YouTube Channel at [www.YouTube.com/HBSurfCityUSA](http://www.YouTube.com/HBSurfCityUSA). Over 26 videos have been uploaded this year, including episodes of the HB Low-Down series featuring the Bureau's Information Kiosk staff member, Kevin Keller. The channel currently has 4,933 channel views and 50,822 video views.



➤ The most popular videos are:

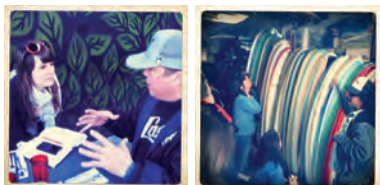
- Pro Surfer Kelly Slater shoots the Huntington Beach Pier!
- Nia Peeples on Surfing and Huntington Beach
- Huntington Beach Time-lapse
- Best Breakfast Places in Huntington Beach – The Huntington Beach Low-Down
- Corky Carroll on Surfing in Huntington

# Familiarization Tours

➤ The HBMVB uses a variety of tools and tactics to communicate with the media and travel industry. Establishing and maintaining relationships through email, phone and personal interaction is a core component of successful client relations. Throughout the year, travel industry professionals and media with secured assignments are invited to experience the destination first-hand via Familiarization Tours (aka "FAMs") coordinated by the HBMVB with the support of local partners. Our marketing team designs customized FAM itineraries matching the individual interests and needs of each FAM group/guest.

During the 2010/2011 fiscal year, the HBMVB hosted 31 media and travel trade FAMs for a total of 348 guests, including 111 journalists from domestic and international print and online publications. Participants in the FAM tours came from all over the world, including Italy, Germany, Australia, Latin America, the UK, New Zealand, France, and throughout the United States.

➤ With the aid of Visit California and our partners, the HBMVB had the honor of hosting 70 tour operators and media in the Alitalia Italian MegaFAM Finale in December 2010, celebrating Alitalia's resumption of direct flights from Rome to LAX.



*German media FAM with pro surfers and HB business owners Bud Llamas and Rockin' Fig in March 2011*



*Australian media FAM participants enjoy a gondola ride in Huntington Harbour with Sunset Gondola and brew their own beer at Brew Bakers in May 2011*



*Air New Zealand FAM participants learn to stand-up paddleboard from Rocky McKinnon in Huntington Harbour in May 2011*

## > UK SuperFAM

In Fall 2010, the HBMVB won the honor of hosting Visit California's UK SuperFAM Finale. Over two activity-filled days, 72 travel agents and media experienced the best of Huntington Beach. Along with a California Supplier Roadshow, the educational Super-FAMILY Fortunes game show, a Surf City USA® beach party, "Taste of California" buffet at the Hyatt Regency Resort & Spa, and "Chill Out" party at the Shorebreak, participants also had the opportunity to go bike riding along the beach, take a historical walking tour of downtown HB, go on a Segway tour with GW Tours, learn how to surf with Toes on the Nose, go stand-up paddle boarding in Huntington Harbour with Rocky McKinnon, do yoga on the beach, and of course, go shopping in downtown HB!



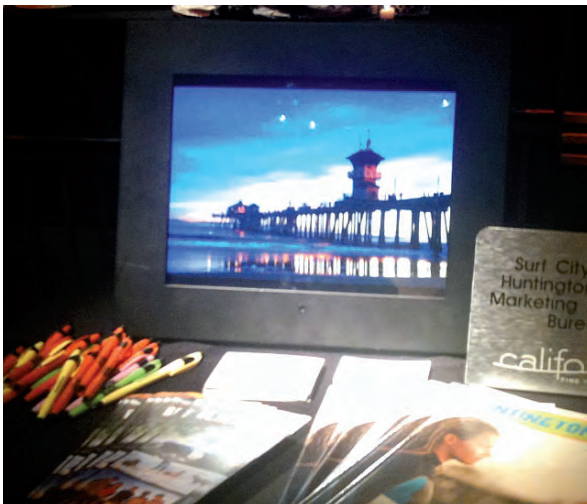
# Media Relations

Media relations is an essential and effective part of the Bureau's marketing program. Earned media placements have been proven to influence public perception and consumer decision making more than paid advertising. Through the Bureau's efforts, including FAM tours and attendance at media receptions and other events, Surf City USA® earns media placements in broadcast, radio, online and print mediums—generating demand for Huntington Beach both domestically and internationally.

## > Media Receptions

The HBMVB's communications manager, Madison Fisher, participated in three Visit California Media Receptions during FY 2010/2011. These cocktail reception-format events receive an incredible mix of high-level media, including representatives from the *Huffington Post*, *Travel Age West*, *Bon Appétite*, *LA Times*, *NBC's "Today" show*, *Condé Nast*, *NY Post*, *NY Times*, *Smart Meetings*, *San Francisco Chronicle*, and *Sunset* magazine.

> In September 2010, Madison attended the Los Angeles Media Reception, where she met with 24 journalists. In February 2011, Madison attended the San Francisco Media Reception, where she met with 62 journalists. And in March 2011, Madison attended the New York Media Reception, where she met with 28 journalists.



## ➤ Press Clips

During the 2010/2011 fiscal year, the HBMVB generated over \$700,000 of media coverage both domestically and in Huntington Beach's key international markets (Germany/Austria, UK/Ireland, Australia/New Zealand and Canada.) This coverage was generated through numerous FAM Tours and targeted press releases and pitches, and by attending tradeshow, networking events and media marketplace events.

*The following pages include a sampling of press clips from the 2010/2011 fiscal year.*

## ➤ Daily Express

U.K. Newspaper  
 Saturday, February 12, 2011  
 Circulation: 623,689  
 Ad Value Equivalency (AVE):  
 \$51,975



➤ **Smart Meetings**

March 2011

3-page spread

Circulation: 34,000

AVE: \$18,870

# Smart meetings

The Intelligent Way to Plan

MARCH 2011 • \$5.95

*Are they listening?*  
How to be heard by top brass



**ORANGE COUNTY**



**ONLY IN CALIFORNIA**

Orange County provides the best of the Golden State  
By Waki Goudouman



124  
www.discoverfromreim.com

Huntington Beach. (Illustration) Starting view of the Pacific Coast. (Illustration) The Huntington Beach Pier. (Illustration) The Huntington Beach Pier. (Illustration) The Huntington Beach Pier.

**Anchor point open for almost 170 years ago.** The current building is the old building. The new building is the old building. The new building is the old building. The new building is the old building.

**Beachside town center, you'll also find a** new building. The new building is the old building. The new building is the old building. The new building is the old building.

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# Up! WestJet Magazine

May 2011

11-page spread

Circulation: 714,000

AVE: \$85,041



## After Disneyland Back to the Beach

Mom wants a beach, the kids Disneyland. Social soul (and, OK, the new Star Wars). Follow Tom Gieraszczak's lead and sit altogether for Surf City USA, aka: a half an hour—and a world away—from

## Uncover Manhattan

Walk the streets that almost vanished

**ORANGE COUNTY**  
Mickey vs. Beach—WestJet's newest route lets you have both

**+** FIND MORE TRAVEL IDEAS AT [upmagazine.com](http://upmagazine.com)

## Après Disneyland, la plage

Maman veut la plage, les enfants Disneyland et papa cherche l'heure du soir de la Californie plus précis. Suivez Tom Gieraszczak et ses amis Anaheim. Rendez-vous directement à Surf City alias Huntington Beach, à une demi-heure seulement, mais à un monde de Disneyland.

**I**t all might like this one day, but you can't have it all. In the end, you have to choose between Disneyland and the beach. Or, you can do both. It's a great idea, especially for families. Disneyland is a magical world, and the beach is a beautiful place to relax and enjoy the sun. The best way to do both is to go to a place like Huntington Beach, which is just a short drive from Disneyland. You can enjoy the magic of Disneyland in the morning and then head to the beach for a relaxing day in the afternoon. Huntington Beach has everything you need for a perfect day at the beach, including a wide range of restaurants, shops, and activities. So, if you're looking for a great family vacation, Huntington Beach is the perfect place to go.



Hunting Beach, with its beautiful beach and vibrant downtown, is a perfect destination for a family vacation. The town is known for its surfing culture and is home to several world-class surfers. The Huntington Beach Pier is a popular spot for fishing and sightseeing. The town also has a wide range of shops and restaurants, making it a great place to enjoy a day of shopping and dining. Huntington Beach is a beautiful town with a rich history and a vibrant culture. It's a great place to visit for anyone looking for a perfect family vacation.

Stations connect Huntington to Los Angeles, San Diego, and Sacramento. The Huntington Beach Pier is a popular spot for fishing and sightseeing. The town also has a wide range of shops and restaurants, making it a great place to enjoy a day of shopping and dining. Huntington Beach is a beautiful town with a rich history and a vibrant culture. It's a great place to visit for anyone looking for a perfect family vacation.

**C**hatting in the hallway, it's not just the food and the drinks that are so good here, it's the atmosphere. The Huntington Beach Pier is a popular spot for fishing and sightseeing. The town also has a wide range of shops and restaurants, making it a great place to enjoy a day of shopping and dining. Huntington Beach is a beautiful town with a rich history and a vibrant culture. It's a great place to visit for anyone looking for a perfect family vacation.



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88

82

**Westways**  
THE MAGAZINE FOR AUTO CLUB MEMBERS

October 2010

**Roaming Restaurants**  
A taste of the food-truck phenomenon

**Destination family reunions**

**How to maintain your car for less**

Day Trip Huntington Beach

Legislative Update Important ballot issues

QuickScope: Ojai

**Day Trip**

**Huntington Beach**

By Seth Frasier

**W**alk in miles of unimproved sand and the ocean's edge in the Surf City USA seaside. Huntington Beach's coastline is one, two, and so on. Visited for gallery magazine Henry Huntington, the city incorporated in 1909 and gained fame during the oil boom. Today Orange County's most popular beach city boasts the 4.67 miles of surfing waves, and 10.4 miles of sand on the 4.67 miles of beach. Huntington Beach.

**LEARN** Take a walking tour of the **Robert Olin Huntington Beach Pier**, which includes a Maritime Heritage Center, the water table, and abundant birdwatching opportunities. **Bob Winner** (714) 846-1114, hwin@win.org. Visit the **International Surf Museum** (IM), located in a small art deco building downtown, to learn the history of wave riding through photos, records, and classic surf films. 415 4th Avenue (714) 840-3482, surfmuseum.org.

**PLAY** At the beach, rent a board, a tide gauge, or a 10-foot inflatable boat for a day. Huntington Beach Pier (HBP) is a 1.8-mile-long pier that extends 1,800 feet into the Pacific and offers prime people-watching. In the evening, live music flows from a beach music club and a roomy new beach bar. Let your porch run off with **Huntington Beach Dog Park** (HBDP) (714) 846-1114, hbdp.org. **Capitol Hill** (714) 846-1114, hbdp.org. **Capitol Hill** (714) 846-1114, hbdp.org. **Capitol Hill** (714) 846-1114, hbdp.org. **Capitol Hill** (714) 846-1114, hbdp.org.

**EAT** Grab a picnic table at the **Beach Shack** (714) 846-1114, beachshack.com. **Beach Shack** (714) 846-1114, beachshack.com. **Beach Shack** (714) 846-1114, beachshack.com. **Beach Shack** (714) 846-1114, beachshack.com.



Photos of each town and availability of businesses, attractions, and events from our e-Book Huntington Beach: Walking & Hiking Beach (978) 270-8888, surfcityusa.com

**Dog Fancy**  
September 2010  
Circulation: 236,745  
AVE: \$2,736

**DOG FANCY**

VICTORIA STILWELLS PUPPY TRAINING INSIGHTS

CELEBRATING 40 YEARS

THE WORLD'S MOST WIDELY READ DOG MAGAZINE

BONUS POSTERS INSIDE

DOG TOWN USA 40 DOG-FRIENDLY CITIES

WELCOME HOME Comprehensive rescue guide

MUTT MYSTERY SOLVED DNA contest results

COMMON SURGERIES Critical info you need to know

DOG BREEDER DOG CHANNEL DOG CHANNEL DOG CHANNEL

POMERANIAN PORTABLE PAL

**Other tail-wagging towns**

**16 Billings, Mont.**  
Human population: 100,000  
Dog population: 23,652  
Highlight: The nonprofit Yellowstone Valley Animal Shelter Inc. took over the city shelter in early 2008, and has made great gains in increasing adoption rates, finding dog care and training clinics, and getting the community to work together for dog travel. Mary's Progenies features a canine parade and a variety of contests.

**17 Boulder, Colo.**  
Human population: 95,468  
Dog population: 26,145  
Highlight: The environment of Boulder's welcome to keep dogs happy and healthy. Boulder Park. The city's welcome to keep dogs happy and healthy. Boulder Park. The city's welcome to keep dogs happy and healthy. Boulder Park.

**18 Burlington, Vt.**  
Human population: 58,897  
Dog population: 3,000  
Highlight: Walkman, walk. The city's welcome to keep dogs happy and healthy. Boulder Park. The city's welcome to keep dogs happy and healthy. Boulder Park.

**19 Bradford-Elkhart, N.Y.**  
Human population: 3,000  
Dog population: 3,000

**21 Cour d'Alene, Idaho**  
Human population: 45,790  
Dog population: 45,790  
Highlight: The historic society's membership is growing rapidly as the city's welcome to keep dogs happy and healthy. Boulder Park. The city's welcome to keep dogs happy and healthy. Boulder Park.

**22 Colorado Springs, Colo.**  
Human population: 372,437  
Dog population: 87,025  
Highlight: An abundance of dog-friendly hotels, four off-leash areas, some trails, and open areas.

**23 Coral Springs, Fla.**  
Human population: 125,000  
Dog population: 40,000  
Highlight: Steven G. Pini Dog Park serves as a model for other cities wanting to offer dog parks to their residents. The Gold Coast Club offers members and a place where your dog can accompany you with dining.

**24 Helena, Mont.**  
Human population: 70,000  
Dog population: 40,000  
Highlight: Dogs are allowed to be kept in the back seat of the community. The Helena Montana Animal Club promotes responsible dog ownership by offering classes to all dogs and owners, donating

**25 Inverness, Fla.**  
Human population: 18,000  
Dog population: 18,000  
Highlight: A progressive town where when it comes to animals, everyone is the hero. Summer of the Arts dog register from City's streets and coastline - both human and canine - to help their owners and visitors get the best of both worlds.

**26 Huntington Beach, Calif.**  
Human population: 186,831  
Dog population: 65,651  
Highlight: One-mile-long dog beach where dogs can run free in the Pacific Ocean's edge. A local dog over the doghouse, a free shelter that takes dogs and puppies to the Huntington Dog Beach.

**27 Hampstead, Md.**  
Human population: 4,700  
Dog population: 2,200  
Highlight: Every local park is surrounded by off-leash park to help maintain the dog's life.

**28 Inverness, Fla.**  
Human population: 18,000  
Dog population: 18,000  
Highlight: A progressive town where when it comes to animals, everyone is the hero. Summer of the Arts dog register from City's streets and coastline - both human and canine - to help their owners and visitors get the best of both worlds.





Jenseits von Hollywood

Eine Reise durch Südkalifornien, wo es für viele Lebensstile auch heute noch ein Happy-End gibt. ... In der ersten Ausgabe des Monats ...

Einmal um ein weites Hinterwäldchen ...

Birds Garden, direkt parallel, über einen ...

In der zweiten Heft ...



Einmal um ein weites Hinterwäldchen ...

Auto Touring Austria

June 2010
Circulation: 1,400,000
AVE: \$107,535

REISE KALIFORNIEN



Einmal um ein weites Hinterwäldchen ...

Los Angeles, die Stadt geschnittener Stra- ...



Einmal um ein weites Hinterwäldchen ...



Einmal um ein weites Hinterwäldchen ...

TOP-ANGEBOT WEST-USA
Wahlzeit 1: 18 Tage Sommerzeit ...
Wahlzeit 2: 2 Wochen Mehrtage ...

DAMTC REISEN
Anfahrtskarte ...

# Travel Trade & Leisure Marketing

In 2010/2011, the HBMVB continued its international travel trade and public relations agency representation agreements in the UK, Germany and Australia.

## > Australia Roadshow

Accompanying Visit California in October 2010, Vice President of Sales & Marketing, Bob Wentworth, represented the HBMVB in Australia for Visit California's annual Australia Roadshow. During this five-day trip, Bob traveled to Melbourne, Sydney, and Brisbane. In Sydney, he held one-on-one appointments with the top 10 Australian and New Zealand tour operators and wholesalers. Bob also participated in the Destination Marketplace and Reception, where he gave a presentation featuring Huntington Beach to 700 travel agents and media.

## > International Pow Wow

In May 2011, Bob Wentworth, VP of Sales & Marketing, and Madison Fisher, Communications Manager, attended the US Travel Association's International Pow Wow in San Francisco. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the U.S. (representing all industry category components), and close to 1,500



international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. HBMVB conducted 40 business appointments with travel wholesaler and receptive tour operator contacts, and met with 42 domestic and international journalists.



## > 2011 California Cup

After hosting last year's successful California Cup Golf Invitational, which the HBMVB won the opportunity to host, the HBMVB was invited to participate in this year's event held in Sacramento and Sonoma County. Each year, the California Cup attracts the most influential decision makers within premier domestic and international tour companies and airlines, as well as select travel media, to inspect area tourism products and experiences. Senior level international travel trade and media representatives attend from various countries throughout the world, including Australia, France, Germany, Scandinavia, South Korea, the United Kingdom, and the United States.



> This year, the HBMVB was represented by JD Shafer, General Manager of The Waterfront Beach Resort, a Hilton Hotel. His team, USA II (one of two United States teams), won this year's coveted California Cup.

## > 2011 UK Sales Mission

In July 2011, HBMVB Vice President of Sales & Marketing, Bob Wentworth, and Communications Manager, Madison Fisher, spent a week in London for media and sales calls. Working with the HBMVB's local agency, Black Diamond, they showcased HB products and the destination to top-notch London travel trade and media. They also worked the Visit USA Media Marketplace and attended the Visit USA Ball, which is considered the event of the year in the UK's travel industry calendar.

## > Western Canada Sales Mission

As a direct result of last year's increased B.I.D. funding, Madison Fisher represented the HBMVB on its first Western Canada Sales Mission with the Anaheim/Orange County Visitor & Convention Bureau in April 2011. The five-day tour stopped in five cities throughout Western Canada, including Vancouver, Calgary, Edmonton, Victoria and Coquitlam.

Western Canada is a key market for Orange County. Last year, 1.2 million Canadians visited California and approximately 700,000 came to the LA/Orange County area. After Mexico, Canada is the number one international market to Orange County and Canadians rank as the number one overnight visitor with an average length of stay of 6 nights.

The HBMVB was the only beach destination and the only visitors bureau in addition to Anaheim to attend this event, which garnered us a great deal of attention. During the trip, Madison met with 514 agents in four call centers, presented at four trade shows, and attended a reception to network with key contract managers and decision makers from various buyers and wholesalers.



*Madison Fisher, HBMVB Communications Manager, and the entire Western Canada Sales Mission delegation*

# National Tourism Week

➤ To help raise local awareness of the positive impacts of tourism, the HBMVB again rallied the Surf City USA® hospitality community to celebrate National Tourism Week in May 2011. With over \$340 million in visitor spending throughout the city in 2010, it is clear that tourism works for Huntington Beach.

➤ Working with the HBMVB's Advocacy Committee, staff coordinated the following initiatives:

- Placed a "Tourism Works for Huntington Beach" banner highlighting the number of tourism-related jobs in the City and tourism-related tax revenues to the City above Main Street at Orange Ave



- Presented a Faces of Tourism video at the May 2nd City Council Meeting, where Mayor Joe Carchio presented the HBMVB with a National Tourism Week Proclamation



*Jim Robins, Volunteer Docent  
Amigos de Bolsa Chica*



*Wende and Barb, Owner and Operator  
Deli-Licious*



*Tom Stewart, Driver and Operator  
OC Beach Cruiser*



*Dennis Reyes, Bartender  
Zimzala Restaurant in the Shorebreak Hotel*

# Group Meetings Marketing

In February 2011, as a direct result of expanded B.I.D. funding, the HBMVB hired its first Director of Sales, Christopher Anderson. With Christopher on staff, the HBMVB had the ability to attend more group meetings trade shows than ever before. In addition, in April 2011, the HBMVB implemented its first Customer Relationship Management (CRM) system, Sugar CRM. Sugar CRM is a web-based tool that allows the HBMVB to better serve its clients, manage sales leads, and improve tracking of the HBMVB's marketing and sales efforts.

After only seven months in the field, Christopher provided 31 qualified Request for Proposals (RFPs), for an estimated 11,000 room nights, to Huntington Beach hotels. These RFPs resulted in over 1,000 booked room nights.

## > Campaign

With the help of a City of Huntington Beach Redevelopment Agency loan of \$50,000 (which has been repaid as of September 2011), the HBMVB continued an extensive Meetings Marketing Campaign to promote Huntington Beach to the business meetings market.

> The Meetings Marketing Campaign includes the following elements.

- **Website:** Redesign and update of dedicated meetings micro-site [www.MeetInHB.com](http://www.MeetInHB.com)
- **Online Marketing:** *Smart Meetings* Surf City Rewards program RFP promotion
- **Printed Meetings Collateral:** Tri-fold destination folder with inserts about each of the conference hotels, used as a destination sales kit
- **Print Advertising:** Full page ad in March 2011 *Smart Meetings* magazine; half page ads in May 2011 *Successful Meetings* and *Meetings & Conventions* magazines; half page ad in Spring 2011 *Southern CA Meetings + Events* magazine



## > Trade Shows

### **CalSAE Seasonal Spectacular**

The largest association industry tradeshow on the West Coast, **CalSAE's Seasonal Spectacular** attracts more than 1,000 association professionals and industry suppliers to Sacramento for a one-day educational event and trade show. In December 2010, Bob Wentworth and Nicole Llado attended for HBMVB's second year. Partners Carmela Buenrostro from The Waterfront Beach Resort, a Hilton Hotel and Enrique Paulo from the Shorebreak, a Joie de Vivre Hotel also worked the booth. 58 attendees dropped their business cards, along with three RFPs (Request for Proposals), by the booth during the trade show. CalSAE is the California Society of Association Executives.

### **Smart Mart**

For the first time, the HBMVB participated in **Smart Meetings** magazine's Smart Mart trade shows in San Francisco, Scottsdale and Denver. These one-day, appointment-based events are held in key cities throughout the Western United States. Bob Wentworth attended the San Francisco show in January 2011, where he met with 15 qualified meeting professionals. As a result of this event, one group booked for \$85,000 in room revenue. Christopher Anderson attended the Scottsdale show in March 2011, where he also met with 15 qualified meeting professionals. As a result of this show, one group is currently prospecting for \$200,000 in room revenue. Christopher also attended the Denver show at the end of July 2011.

### **Destination California**

The HBMVB attended Destination California for the first time in May 2011. Sponsored by **Successful Meetings** and **Meetings & Conventions** magazines, Destination California is a three-day, appointment-based event that brings together California destinations and qualified meeting professionals who are looking to do business in the state. Represented by Christopher Anderson, the HBMVB had 26 appointments. As a result of the show, three groups submitted RFP's for a total of \$135,000 in room revenue.

### **Destination Showcase**

In June 2011, the HBMVB also attended DMAI's Destination Showcase in Chicago for the first time. This show is only open to destinations within the United States and allowed the HBMVB to reach a new market for meeting professionals. During this one-day show, Christopher Anderson had 3 appointments and received one RFP for a room revenue potential of \$80,000–\$100,000.

### **Affordable Meetings West**

HSMIA's Affordable Meetings West, held in June 2011 in Long Beach, provides a cost effective way to meet the almost 1,000 meeting planners in attendance. HSMIA is the Hospitality Sales and Marketing Association International. Booth partners included Brad Bosak and Chandra Sweeny from the Hyatt Regency Huntington Beach Resort & Spa; Carla Dispalatro, Director of Sales, and Enrique Paulo, Sales Manager, from Shorebreak, a Joie de Vivre Hotel; and Carmela Buenrostro, Sales Manager, from The Waterfront Beach Resort, a Hilton Hotel.

# HB Film Commission

➤ The Huntington Beach Film Commission launched in March 2011, with the aid of a \$25,000 grant from the City of Huntington Beach Redevelopment Agency. The goal of the Film Commission is to increase awareness of Huntington Beach as a viable location for film production, thereby increasing revenue to the city.



Services provided by the Film Commission include:

- Act as liaison between the City of Huntington Beach and filmmakers
- Assistance finding and scouting film locations
- Assistance with script breakdown
- Local vendor sourcing
- 24/7 hotline for assistance outside of office hours

Accomplishments in the Film Commission's first six months include:

- New website at [www.FilmHuntingtonBeach.com](http://www.FilmHuntingtonBeach.com), featuring a database of film resources, state-of-the-art photo library, permit and fee information, and a blog
- Inclusion of Huntington Beach within the 30-Mile Zone, allowing film shoots to bring their crew to HB without paying overtime fees
- Implementation of "The HB Low-Down" YouTube series
- Full membership with the Association of Film Commissioners International (AFCI) and the California Film Commission
- Attendance and booth presence at AFCI's 2011 Locations Tradeshow
- Social media presence on Facebook, Twitter and Panoramio

To date, the Huntington Beach Film Commission has assisted with over 30 shoots, including *Sand Masters* (Travel Channel), *Best Ink* (Oxygen) and *Off the Rockers* (NBC).





# Research

➤ In 2010/2011, the Bureau commissioned the following research projects to better understand our visitor profile and the economic impact of specific events.

## **Visitor Profile Study, conducted by Horizon Consumer Science**

This year-long project was conducted in four parts throughout 2011. The goals were to create a comprehensive visitor profile, differentiated by season; measure Huntington Beach's annual visitor volume and visitor spending; estimate the fiscal (tax) impacts of tourism; and measure the amount of employment that is supported by visitor activity.

## **Russo & Steele Economic Impact Study, conducted by PKF Consulting**

This economic impact study was done to research the economic viability of holding a Russo & Steele collector automobile auction in Huntington Beach. Russo & Steele automobile auctions are geared toward high-end car collectors and enthusiasts. Previous auctions have been held in Monterey, California and Scottsdale, Arizona with much success.

## **US Open of Surfing Economic Impact Study, conducted by Horizon Consumer Science**

Conducted during the 2010 US Open of Surfing in partnership with the City of Huntington Beach, this economic impact study found that the US Open of Surfing generated an estimated \$21.5 million in direct total spending, with \$16.4 million spent in Huntington Beach and \$6.3 million spent throughout Orange County. Direct taxable spending of \$13.2 million in Huntington Beach generated an estimated \$475,465 in local lodging and retail sales tax revenues. In addition, the study found when factoring an average of 2.67 days per person spent at the event, there were 185,000 unique attendees and a total attendance of an estimated 494,000.



2011 US Open of Surfing

# HB Visitor Information

## > Huntington Beach Visitor Information Kiosk

The Huntington Beach Visitor Information Kiosk at Pier Plaza continues to serve visitors and residents seven-days-a-week throughout the year. Upgrades to the Kiosk in 2011 included re-painting the exterior and installation of a new phone to make the Kiosk part of the HBMVB office phone system. In 2012, the HBMVB plans to install a new window over the front counter to stop water leakage and reduce incoming wind/dust, and mount the computer monitor/keyboard on the wall for better access by employees and visitors.

## > Visitor Information Kiosk Inquiries

(October 1, 2010–September 30, 2011)

Guests Served .....34,691

## > Visitor Information Kiosk Location

325 Pacific Coast Highway  
Huntington Beach, CA 92648  
(Base of Huntington Beach Pier)



2011 Kiosk Staff  
Kelly Evans and Kevin Keller



# Administration

## > HBMVB Staff



*2011 HBMVB staff enjoying another day on the job.*

(Top, L-R) Briton Saxton, Bob Wentworth, Nicole Llido

(Bottom, L-R) Christopher Anderson, Jamila Tahir, Steve Bone, Madison Fisher

## > HBMVB Office Improvements

In 2011, the HBMVB completed office renovations to accommodate the hiring of a new Director of Sales, Film Commissioner and Office Manager. Within the existing office footprint, the Bureau expanded from five to eight workstations. Renovations included paint, new carpet, a new phone system that connects the Visitor Information Kiosk with the office phone system, and a small kitchen/mail center.

## > 2010/2011 Bureau Board of Directors

Chair | **Kevin Patel**  
 Vice Chair | **Marco Perry**  
 Vice Chair | **Cheryl Phelps**  
 CFO | **JD Shafer**  
 Past Chair | **Margie Bunten**

**Michael Ali**  
**Brett Barnes**  
**Suzanne Beukema**  
**Shirley Dettloff**  
**Steve Dodge**

**Michael Gagnet**  
**Dennis Gallagher**  
**Tom Shields**  
**Dean Torrence**  
**Robert Vaughan**

> President/CEO | **Steve Bone**



*2011/2012 Board of Directors*

Top (L-R): Dean Torrence, Tom Shields, Steve Dodge, Margie Bunten, Jerry Wheeler, Suzanne Beukema, Robert Vaughan, Gordon Smith  
 Bottom (L-R): Kevin Patel, Marco Perry, Brett Barnes, JD Shafer  
 Missing from picture: Michael Ali, Michael Gagnet, Cheryl Phelps

## > 2010/2011 HBMVB Revenue

Tourism Occupancy Tax (1%):	\$	648,787.00
Business Improvement District Assessment (2%):	\$	1,296,348.00
<b>TOTAL</b>	<b>\$</b>	<b>1,945,135.00</b>

## ➤ Committees of the Huntington Beach Marketing and Visitors Bureau (AS OF DECEMBER 5, 2011)

### Executive Committee

**Goal:** Enhance the governance and effectiveness of the Bureau

**Chair:** Marco Perry

**Members:** Brett Barnes, Steve Bone, Kevin Patel, Cheryl Phelps, JD Shafer

### Marketing Committee

**Goal:** Provide Bureau staff with ideas, feedback, competitive intelligence and support for Bureau marketing/branding initiatives in order to further the Bureau's mission of "Heads in Beds"

**Chair:** Kay Cochran

**Members:** Steve Bone, Kelly Castady, Don Chock, Carla Dispalatro, Madison Fisher, Stefanie Kaplan, Tara Kirby, Phillip Legus, Jennifer McLaughlin, Kevin Patel, Marco Perry, Tom Shields, Dean Torrence, Bob Wentworth

### Advocacy Committee

**Goal:** Cultivate awareness, appreciation and support by government officials for the Bureau and visitor industry in order to support the Bureau's mission and future funding

**Chair:** Steve Dodge

**Members:** Keith Bohr, Steve Bone, Margie Bunten, Joe Carchio, Barbara Delgleize, Laurie Frymire, Kevin Gilhooley, Donna Gray, Nicole Llido, Jerry Wheeler

### Lodging Roundtable

**Goal:** Provide a voice and marketing support for members of the Huntington Beach lodging community

**Chair:** Kevin Patel

**Members:** Mita Ahir, Sam Ahir, Sachin Amin, Mike Azad, Mitchell Buser, Ted Chen, Don Chock, Alex Chow, Kay Cochran, Ray Crow, Chris DeGuzman, Paul Frechette, Long Han, Andy Lam, Victor Lee, Carrie Nakaahiki, Ken Patel, Pravin Patel, Sam Patel, Marco Perry, JD Shafer, Bob Wentworth, Kitty Zahed, Song Zahed

### Sustainable Tourism Committee

**Goal:** In September 2011, the Sustainable Tourism Committee merged to form the Chamber of Commerce's new Business Sustainable Action Committee. Their mission is to: *Preserve and enhance the vitality of the Huntington Beach business community through sustainable business practices.* Members of the former Sustainable Tourism Committee that are now part of the Sustainable Business Action Committee are as follows.

**Chair:** Jenelle Godges

**Members:** Suzanne Beukema, Steve Bone, Dave Carlberg, Jane DeLorenzo, Shirley Dettloff, Sue Gordon, Aaron Klemm, Nicole Llido, Chris Ann Lunghino, Marilee Movius



# Bureau Staff



**Steve Bone**  
President & CEO



**Bob Wentworth**  
VP, Sales & Marketing



**Christopher Anderson**  
Director, Sales



**Madison Fisher**  
Communications Manager



**Nicole Llido**  
Visitor Services Manager



**Briton Saxton**  
Film Commissioner



**Jamila Tahir**  
Office Manager



**Kelly Evans/Kevin Keller**  
Visitor Information Kiosk Staff



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